



## CAMPAIGN BUDGET + RESULTS

VER 01 • 05/08/2017

**APPROVED** 

CLIENT PROJECT	HRPDC / askHRgreen.org  Spring Campaign 2017 for Water Awareness	TAP WATER: IT'S REFRESHING. IT'S CONVENIENT. IT'S
JOB#	#1895	LUDTULLIV EDEEL
COMMITTEE	Water Awareness	VIKIIIAI I Y FRFFI
CAMPAIGN	Value of Water — "Drinking Water Week"	VINTOALLITILL
FLIGHT DATES	05/08/2017 - 05/14/2017	DDINK TVD WVLED
TARGET DEMO	Adults 25-54	AND SAVE YOURSELF HUNDREDS OF DOLLARS ON PLASTIC BOTTLES
AD VENDOR(S)	WVEC-TV, WAVY-TV, Cox Cable, WTKR.com, WTKR's ad server network	AND SAVE TOURSELF HUNDINGEDS OF DULLARS ON PLASTIC BUILLES  open

	SPOTS	REACH %	FREQUENCY	IMPRESSIONS	CLICKS	CLICK THROUGH RATE (CTR)	SIZE(S)	BUDGET
		40.60%	3.7	1,069,000				
		46.40%	3.6	2,355,700				
TV	not broken out by station						:30	
TV	not broken out by station						:30	
TV	not broken out by station						:30	
	0			2,355,700				not broken out separately
Retargeted and Behavioral Targeted Display				56,918	262	0.46%	320x50, 300 x 250 728 x 90, 300x50	
Digital Ads				14,324	not provided	0.75%	320x50, 300 x 250 728 x 90, 300x50	
Native Ads				42,099	1,091	2.59%		
Facebook				182,641	5,083	2.78%	770x440 visual +copy for ad	
				295,982	6,436			not broken out separately
				7,500				\$1,617.00
WVEC.com				7,500				\$1,617.00
								\$0.00
F	TV TV  Retargeted and Behavioral Targeted Display  Digital Ads  Native Ads  Facebook	TV station  TV not broken out by station  TV not broken out by station  0  Retargeted and Behavioral Targeted Display  Digital Ads  Native Ads  Facebook	TV not broken out by station  TV not broken out by station  TV not broken out by station  TV station  O  Retargeted and Behavioral Targeted Display  Digital Ads  Native Ads  Facebook	TV not broken out by station  O  Retargeted and Behavioral Targeted Display  Digital Ads  Native Ads  Facebook	TV	TV	TV	TV not broken out by station To not broken out by station Targeted and Behavioral Targeted Display Targeted Displa





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## CAMPAIGN BUDGET + RESULTS VER 01 • 05/08/2017 TAP WATER: IT'S REFRESHING. CLIENT HRPDC / askHRgreen.org IT'S CONVENIENT. IT'S... PROJECT Spring Campaign 2017 for Water Awareness JOB# COMMITTEE Water Awareness CAMPAIGN Value of Water — "Drinking Water Week" FLIGHT DATES 05/08/2017 - 05/14/2017 TARGET DEMO Adults 25-54 WVEC-TV, WAVY-TV, Cox Cable, WTKR.com, WTKR's ad server network AD VENDOR(S) ← open NUMBER OF **CLICK THROUGH** PAID MEDIA CHANNEL AD LOCATION/TYPE **REACH % FREQUENCY IMPRESSIONS CLICKS** SIZE(S) **BUDGET SPOTS** RATE (CTR) **TARGETED TOTAL FOR TV & DIGITAL** (Paid and Added Value 1,372,482 6,436 Average 0.47% \$16,276.00 Results for Paid Budget): RETURNING **ANALYTICS** (05/08/17 - 05/14/17) **SESSIONS USERS** PAGE VIEWS PAGES/SESSION **AVG DURATION NEW VISITOR** VISITOR Google 72.50% 0:46 27.50% 4,248 3,234 5,359 1.26 **TOTAL VALUE OF SCHEDULE** \$17,893.00 \$11.86 COST PER THOUSAND IMPRESSIONS (total spend ÷ total impressions, including added value)